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January 12, 2011

**Attn: Earned Income Tax Credit for Constituents**

Dear Colleague:

I invite you to join me in an immediate campaign to increase participation in the federal Earned Income Tax Credit (EITC). As many of you know, the EITC has many benefits for working families. Hundreds of thousands of Californians fail to claim EITC refunds, which range from a few hundred to several thousand dollars. In fact, it has been estimated that over one billion dollars are lost to working families in California who did not claim the tax credit they earned. Things you can do to help your constituents increase the utilization of EITC include:

- Create and post a PSA on your website!
  - View my sample PSA (<http://www.youtube.com/watch?v=kWfLohh9NIU>) or search Senator Liu, EITC) and see attached script.
- Post information about the Earned Income Tax Credit on your website!
  - Constituents should be directed to <http://www.eitc.irs.gov/central/main/> or [www.211.org](http://www.211.org).
- Issue a press release or Op-Ed on the utilization of EITC to your local paper on *January 28<sup>th</sup>, EITC Awareness Day!*
  - A sample press release is attached.

Other tactics are included in the attached EITC 2011 Campaign Strategy.

If you have any questions, please contact my staff ([andrea.lane@sen.ca.gov](mailto:andrea.lane@sen.ca.gov)). We have the opportunity to ensure that struggling families have the tools and resources that will help them make the most of their limited resources, while also contributing to the California economy. Thank you for your consideration of this request.

Sincerely,

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CAROL LIU  
Senator  
21<sup>st</sup> District